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Ispat Sandesh

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January'09

IN-HOUSE NEWSLETTER OF KAMDHENU ISPAT LTD.

Issue: 11 Volume: 6 Price: Re 1

HEARTIEST wishes to you all this New Year! Let the year 2009 dawn upon you the glory of success and enlighten your life with happiness. Come, in this year new all of us again take the oath to make Kamdhenu Ispat Limited the largest company in the Infrastructure segment.

The strong network of Kamdhenu that includes 3500 distributors and dealers plays a major role in providing a spinal support to the efficient operation of the company across the country. Your faith and commitment works as elixir for us. Your endeavor to make

heights. We hope that the New Year bonds us firm, on the strength of which let us etch new letters of success with the passing time.

Every product of Kamdhenu has always stood upright on the benchmark of superlative quality. This is the reason why consumers have complete trust on Kamdhenu products. It is this significant characteristic of the Kamdhenu brand that has boost up your enthusiasm enabling Kamdhenu products to reach every nook and corner of the country. Your trust in our products strengthens our mutual bonding. In the journey of Kamdhenu

there has been neither certain major difficulty in the wholesome progress of the company nor there has been any effect of the recent economic recession. We thank you for your wholesome support and cooperation shown towards the wellbeing of KIL. However, we want to caution our associates, partners, dealers and distributors that some competitors in the market are spreading rumors with the intention to harm our reputation. I request you all not to pay any attention to such rumors unnecessarily. Kamdhenu Ispat Limited has always considered credibility as supreme and protected



KAMDHENU- on its way to new destinations with determination strong

"Your trust in us strengthens our mutual bond"

the Kamdhenu brand reach every household is much appreciable. Realize how significant part of the company's supply chain you are without whom we could not have reached so near to success. Moving ahead of each other you have contributed to make the products of the company easily available to the consumers taking our business to greater

Ispat Limited until now our distributors and dealers have always moved shoulder to shoulder. This is why a journey started with a steel manufacturing plant some 14 years before in Rajasthan today has given the company a multifold dimension with the latest Kamdhenu paint product 'Colour Dreamz'. Our zeal has increased relentlessly with the way Colour Dreamz has got a firm hold of the market in such less time and the kind of response received from the consumers. Today, under the brand Kamdhenu a wide array of products from TMT, Structural Steel, Wirebond, Plywood, Cement, PVC Pipes, uPVC Windows to Paints (Colour Dreamz) find place.

It is the result of your faith in us that

your interest. We ensure you that we have all necessary resources with us. We are not only involved in the production of Kamdhenu brand products and their distribution but also in branding and marketing of various products under the name of Kamdhenu. Our paint products have been introduced in the market under the name Colour Dreamz. Apart from these any other product associated with the trademark Kamdhenu should be considered fake.

With reliance and believe in each other let's march towards the path of progress.

With warm wishes,
Sunil Agarwal, Director, KIL

"LIKE Father, like Son" – Kamdhenu dealers are indeed like Kamdhenu Ispat Limited (KIL). The way KIL has always been enthusiastic in participating in various events Kamdhenu dealers too take interest in involving in different

dealers of Kamdhenu Ispat Limited of Dharwad, namely, M/s Shri Basaveshwara Steels, M/s Shri Veerbahdreshwara Traders and M/s Tikare Stone Supply Co. Mr. Neelkant Hulloli and Mr. Vijay Kumar, Mr. Gautam Tikare and Mr.

Basuraj Karenavar were the respective representative faces from the dealer units present at the exhibition.

This participation of Kamdhenu TMT dealers in Builddecor 2008 gave a mileage to the brand Kamdhenu. Not that it

'Builddecor - 2008' in Karnataka

occasions. And this time it was the 'Builddecor 2008' – an exhibition organized by the Forum of Consulting Civil Engineers. The event took place at Kala Bhawan Ground at Dharwad in Karnataka from 25th to 28th December, 2008.

Builddecor 2008 was actively supported by three



Right to Left - Mr. Divesh Tyagi, Senior Manager Marketing, KIL along with another eminent member

helped in generating more awareness about Kamdhenu TMT but also judge the products in comparison to other existing competitive brands. Undoubtedly, this event provided a platform for Kamdhenu, especially down south and also enabled product analysis inside out.

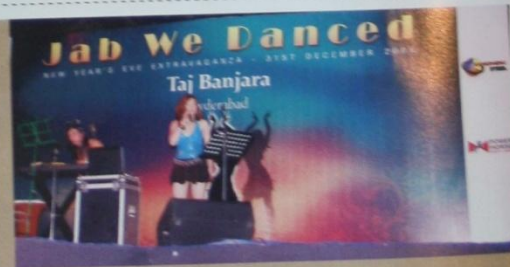
Jalwa at Taj Banjara

RIGHTLY it was the 'New Year's Eve Extravaganza' – the night of 31st December 2008 at Taj Banjara Hotel, Hyderabad was the night of Jalwa. The

Danced'. Multitude of dazzling song and dance performances reverberated in the entire ambiance. As every moment neared towards midnight the excitement in the air could be felt heavily with every individual getting the thrill in their pulse.

Now get to know how Kamdhenu Ispat Limited (KIL) had its entry in the jalwa – the association got in frame as KIL became one of the sponsors for the event. Many of the Kamdhenu members were present at the function as the representative faces of the company, but in the mood to let their hair down.

Why is it that Kamdhenu that deals in construction materials had to sponsor



celebration mood at the hotel pepped up with the glamorous event 'Jab We

an event at hotel Taj Banjara? It's simply a business strategy. The motive was to increase the brand visibility of Kamdhenu among the high society people - the not much targeted audience segment. To reap complete benefit Kamdhenu placed banners displaying different Kamdhenu products at different places of the hotel premise.

Truly thus, Kamdhenu does business and bash at the same time!

JUST as "a man is known by the company he keeps", a Company is known by the Clients it has. Kamdhenu Ispat Limited (KIL) now has all the reason to pride of its achievements.

Infosys BPO Limited, the big shot blue chip company has been included in the client list of Kamdhenu.

Infosys BPO has sourced TMT from Kamdhenu for their infrastructural project shaping up at Kalwara, Sanganer in Jaipur. Not a diminutive purchase order it was for Kamdhenu but a significant one. It generated substantial revenue of Rs. 2.6 crores approx. and Rs. 5.5 lakhs approx. in two phases. Kamdhenu had supplied a huge quantity of TMT of various

sizes from 8MM, 10MM, 12MM, 16MM, 20MM to 25MM of Rebar Steel.

Indeed, a client like Infosys is a matter of prestige for any company to

across in the market which is converting into equity for the company. Moreover, it also testifies the excellent quality of Kamdhenu TMT rightly acknowledged

by Infosys whose decision does matter. Last but not the least Kamdhenu TMT has proved its mettle and edge over and above the many other TMT

brands doing their rounds already in the market.

Rightly it can be said that Infosys being among Kamdhenu clientele is likely to add many such big corporate to its list of patrons. A good going for Kamdhenu in the offing!

Infosys now among Kamdhenu Clientele

Infosys[®]

POWERED BY INTELLECT
DRIVEN BY VALUES

be associated with. Again, it shows that the image of Kamdhenu is rightly sent

KAMDHENU Ispat Limited (KIL) is tying up with new partners for increased production and easy availability of its products. This time it was Parshvanath

located at Biccoti, Nagpur. Fruitful was the associate in terms that now PWW

Kamdhenu Wirebond proves favorable for both metal and concrete. Moreover,

Kamdhenu bonds with Parshvanath

Weld Wires Pvt. Ltd. (PWV) that Kamdhenu joined hands with.

Mr. Sunil Agarwal, Director Kamdhenu Steel along with Mr. Bhasker Choudhary visited the factory site of Parshvanath



manufacture wirebond under the brand of Kamdhenu Steels in two sizes of 18 Gauge and 20 Gauge.

Every Kamdhenu product that always stood for superlative quality benchmark finds proof in Kamdhenu wirebond as well. ISO 9001 2000 certified Kamdhenu Wirebond is a perfect example of technical efficacy. Their combination of robustness and at the same time flexibility ensures maximum workability and cost effectiveness. Designed in such a manner that

their longevity makes them preferred option among the various brands of wirebond in the market.

Along with the characteristics of Kamdhenu Wirebond the manufacturing unit of Parshvanath also plays a major role in sale of the product. As the production plant is situated in Central India the reach of Kamdhenu Wirebond extends to a large section of territorial customers. Indeed, the Kamdhenu bond with Parshvanath stands to be prolific business deal.

KAMDHENU PAINTS Receives Brilliant Success

KAMDHENU Paints, the paint entity of Kamdhenu Ispat Limited (KIL) enjoys huge support from the consumers as well as the dealers. When this new product under the name "Colour Dreamz" was introduced in the market a special scheme was launched to boost up the enthusiasm of the dealers. The interest shown by the

Director of KIL, Mr. Sunil Agarwal said, "The interest and performance showed by the dealers towards the scheme of Kamdhenu Paints is praiseworthy. Also, this is an indication of the growing popularity of the products of Colour Dreamz". Again, the Director of KIL, Mr. Saurabh Agarwal said, "We have

Enterprise of Punjab, for Cement M/s Samadhan Enterprise of West Bengal, for Kamocare Wall Smoother M/s Unique Enterprise of Lucknow, for highest sales in Punjab region M/s Jindal Enterprise, M/s Goyal Nirman Store in Delhi region, M/s Munimaji Paints in the Ghaziabad region, M/s R.L. Nandwani,



Honoring winners by awarding them — Mr. Subroto Upadhaya, DGM- Paints, Mr. Rajkumar Srivastava, Manager Workers & others

dealers towards this target based scheme is appreciable. Not only the dealers have performed better than the expectation of the company and got Kamdhenu Paints much popularity in the market but also created milestone of success with their individual hard work and sincerity.

In view of the zealous performance of the dealers, KIL organized a special Dealer Conference on January 18 at hotel "Manu Maharani" in Nainital. This conference was especially arranged to honor the winners of the scheme of Kamdhenu Paints by awarding them. Along with this, Dealers Meet for the "Kumaon Region" dealers was also arranged in which around 40 dealers marked their participation.

Commenting on the occasion, the

full confidence in the ability of our dealers, which they have proved by their performance". Mr. Rajkumar Srivastava, Manager - Workers announced one more special scheme for the dealers of Kamdhenu Paints according to which the best performing dealers get the chance to go on a tour to Bangkok and Goa.

Among the winners of the scheme M/s Jindal Enterprises of Punjab became the national level winner in the Festival Bonanza Scheme and won Maruti Alto. M/s Fine Colour Point of Rajasthan has been awarded for achieving maximum sales countrywide for a period of six months from July to September 08. Likewise, for the highest sales of Premium Emulsion M/s Jindal

Gorakhpur of Eastern Uttar Pradesh, M/s R. K. Enterprise Jammuna Nagar of Haryana, M/s Gauri Enterprise from West Bengal and M/s Chandra Hardware from Uttarakhand has been honored with special awards. For highest sales of 1000 bags of Kamcore Wall Smoother in a single go M/s V.K. Bhatia & Sons has also been rewarded whereas the C&F of Punjab, Mr. Bhajanlal received the honor of the best CFA. Mr. Arvind Gumber of Punjab and Mr. Parmatma Saran & Mr. Sanjay Singh of West Uttar Pradesh has won the award for the best Sales Person. All the dealers honored at the occasion praised KIL as well as the "Colour Dreamz" of Kamdhenu Paints full heartedly.



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